
RUBEN DARIO JIMENEZ

IT Product Owner | IT Product Manager | E-commerce Solutions | Digital Marketing Expert | Stakeholder Management

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PROFESSIONAL PROFILE

Results-driven Product Owner / Product Manager with 10+ years of experience in leading software development, digital products, and enterprise solutions. Proven ability to define roadmaps, manage cross-functional teams, and drive Agile development in enterprise environments. Expertise in SaaS, e-commerce, and CRM platforms including Salesforce, VTEX, Adobe, and SAP S/4HANA Cloud. Strong background in stakeholder management, API integrations, and Agile methodologies (Scrum, Kanban, SAFe). Available for remote, hybrid, or on-site roles, with full relocation flexibility across Italy.

WORK EXPERIENCE

IT PRODUCT & DEVELOPMENT MANAGER, Solu. | *october 2022 - march 2024, Buenos Aires, Argentina*

I led product and development teams in e-commerce, aligning analysts and developers, conducting market research, and collaborating with the sales team on budgeting proposals, task breakdowns, and timelines. Reduced VTEX store creation time from 4 months to 1.5 months by standardizing processes. I launched tiendanaranja.com.py on Adobe using JIRA, Confluence, and Figma. I improved project delivery by prioritizing tasks using Miro on 4 eCommerce platforms: VTEX, Salesforce, Adobe Commerce, and Shopify. Streamlined store creation in VTEX by streamlining processes and reducing development time with standardized workflows and predefined templates in Figma. I coordinated the launch of the Marketplace tiendanaranja.com.py on Adobe (Magento), managing team efforts and using JIRA for project tracking and Figma for mockup approval. Identified key project needs and implemented a task prioritization system with Miro to ensure efficiency in delivery and keep stakeholders updated.

IT DEVELOPMENT MANAGER, Hit Ocean | *october 2022 - march 2024, Buenos Aires, Argentina*

I acted as an e-commerce consultant, using my experience at VTEX to evaluate the feasibility, schedules and costs of sales projects, supported by market research. Collaborated with technical and commercial teams to optimize processes, ensuring effective deliveries aligned with business requirements.

TECHNICAL E-COMMERCE PROJECT LEADER, Tata S.A. | *october 2021 - october 2022, Montevideo, Uruguay*

Managed product and development teams, ensuring efficient workflow and successful project delivery across multiple streams. Provided functional analysis during releases and prioritized internal and external issues to maintain efficiency. I transformed and achieved a seamless upgrade of the Tata.com.uy platform, increasing efficiency by 25% through a successful migration to VTEX IO.

I increased the platform's capabilities by launching the Shop.tata.com.uy Marketplace with VTEX and Mirakl integration, reaching 75,000 new users. I collaborated with the sales team to promote the benefits of the Marketplace, which led to requests for custom developments, such as a single payment method for sellers through the use of diverse payment gateways, implemented using internal APIs and Mirakl APIs.

I developed an API integration between VTEX, Mirakl, and SAP, creating a connector that unified the system and data across all platforms. This integration adapted the new Marketplace billing process to the existing SAP workflows used by the administration area, ensuring seamless data flow and operational efficiency. By leveraging data from Mirakl, I ensured the new process aligned with the company's established systems while meeting the unique needs of the Marketplace. Leveraged technical expertise to create accurate user stories, ensuring effective translation of complex requirements into actionable solutions. Coordinated cross-functional teams to deliver projects on time and within scope, providing comprehensive updates to management and stakeholders.

BUSINESS SOLUTION ARCHITECT, VTEX | *december 2020 - october 2021, Buenos Aires, Argentina*

I played the role of Solution Architect and later as Solution Engineer, leading the integration and optimization of VTEX technology for clients, supporting commercial efforts and developing businesses to foster growth. Generated 20% operational efficiency in e-commerce by leading the integration of VTEX technology for 7 customers, resulting in a 35% increase in contract closings by demonstrating the capabilities of VTEX solutions to prospective customers.

E-COMMERCE PRODUCT MANAGER - SALES CHANNELS, Frávega | *june 2016 - november 2020, Buenos Aires, Argentina*

I was responsible for the Product area for sales channels at Frávega, the number one retail company in Argentina. For more than four years, I managed to position Mercado Libre's Frávega store as a market leader during key events such as Hot Sale and Cyber Monday, obtaining significant recognition during my tenure. I managed products for sales channels such as Gift Registries, White Label, Affiliates, Corporate and Mercado Libre, defining roadmaps and analyzing data to improve features. As Project Owner, I collaborated with the UX, Frontend, Backend, and Web Analytics teams to define and deliver MVPs for each project. I led the integration of Mercado Libre APIs and custom scripts in Python in Frávega to collect great customer data without the need for a purchase. Cross-reference the data with Google Analytics to unify the online customer profile. Created custom newsletters and detailed customer profiles for the call center, improving customer interaction. I was awarded the number 1 position among all sellers on Mercado Libre during Cyber Monday thanks to these initiatives.

PRODUCT OWNER, Qubit TV | *october 2015 - may 2016, Buenos Aires, Argentina*

I led the implementation of payment methods for Qubit.TV, including credit cards, carrier billing, Rapipago and prepaid vouchers. In addition, I monitored user acquisition, product monetization and managed Google Tag Manager for user statistics. I drafted and managed the creation of landing pages in Colombia, Ecuador and Argentina, using mockups and A/B tests in Optimizely to improve conversion rates, focusing on user enrollment and subscriptions with a free month offer.

PRODUCT ANALYST, Dridco | *april 2013 - april 2015, Buenos Aires, Argentina*

I analyzed the ZonaJobs portal using Google Analytics, GTM, BI reports, and UI/UX insights to optimize the conversion of users and work applications. Managed product support, API integrations with Postman and data from database reports for clients and campaigns.

PRODUCT MANAGER, Psicofxp S.A. | *june 2011 - october 2012, Buenos Aires, Argentina*

I led the Design, Community and Online Marketing teams for psicofxp.com. Oversaw redesigns, optimized tools, implemented SEO/SEM, increased traffic with AdSense/AdWords, and managed development timelines with JIRA, Confluence, and Trello.

LEADER - FUNCTIONAL ANALYST, Clarín Global CMD | *october 2007 - june 2011, Buenos Aires, Argentina*

I was a Functional Leader and Webmaster for Grupo Clarín's portals, managing projects, improvements and incident resolution. I oversaw technology, databases, JIRA tickets, and site traffic, while coaching teams using my six years of teaching experience.

EDUCATION

- **Master in Digital Business Management, Digital Business, Digital Marketing and E-Commerce**
TECH Global University | January 2020 - December 2021
 - **Master's Degree in Digital Marketing Management and E-Commerce, Digital Marketing and E-Commerce**
TECH Global University | January 2020 - December 2021
 - **Bachelor of Business Systems and Management, Information Systems Management, General**
University Center for Higher Studies in Exact Sciences CAECE University | January 2013 - December 2020
 - **Systems Engineering, Management Information Systems**
National Technological University | January 2002 - December 2008
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CERTIFICATIONS

- **Mercado Libre Certified Developer**, Mercado Libre
 - **Google Analytics for Power Users**, Google Digital Academy Skillshop
 - **Advanced Course in Google Analytics**, Google Digital Academy Skillshop
 - **Google Analytics Individual Qualification**, Google Digital Academy Skillshop
 - **Google Ads Certification - Search Advertising**, Google Digital Academy Skillshop
 - **E-Commerce Certification**, Google Activate
 - **Certification in Shopping Ads**, Google Digital Academy Skillshop
 - **SCRUM Methodology**, Edutin Academy
 - **Google Tag Manager Fundamentals**, Google Digital Academy Skillshop
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COURSES & TRAINING

- **Google Analytics Professional Course**, Platzi
 - **Google Analytics Course for Developers**, Platzi
 - **SEO Course: Search Engine Optimization**, Platzi
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PROFESSIONAL SKILLS

- Product Strategy, Product Design, Product and Project Management
 - Strategic Planning, Stakeholder Management, Business Negotiation
 - Process Improvement, A/B Analysis & Testing, Time Management, Problem Solving
 - Agile Methodologies (SCRUM), Sprint Planning, Team Leadership
 - Marketing Digital (SEO, SEM, Google AdWords), SaaS
 - API (Design, Testing, Postman, SOAP, REST)
 - Google Analytics, JavaScript, MySQL
 - UI/UX, Management Skills Development
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KEY ACHIEVEMENTS

- **Salesforce Expertise:** Hands-on experience with Commerce, Marketing Cloud, Data Cloud, Personalization, Salesforce Marketing Cloud Consultant, and Salesforce Administrator.
 - **Ranger Rank in Trailhead:** Achieved more than 50,000 points, 130 badges, and 24 completed trails, covering Marketing Cloud Personalization, Data Cloud, Marketing Cloud Consultant, and Administrator.
 - **Salesforce API Integration:** Successfully integrated Flecha Bus ticketing system with Salesforce CRM APIs via Postman and custom code development.
 - **E-commerce & Marketplace Success:** Launched and optimized platforms using Salesforce, VTEX, Mirakl, and Adobe.
 - **Agile Product Leadership:** Led cross-functional teams using Scrum, Kanban, Jira, and Confluence.
 - **Data-Driven Decision Making:** Leveraged analytics, A/B testing, and segmentation strategies to enhance user engagement and retention.
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LANGUAGES

- English (full professional level)
 - Spanish (Native or Bilingual)
 - Italian (Beginner)
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